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22242	7590	02/11/2004	EXAMINER	
FITCH EVEN TABIN AND FLANNERY 120 SOUTH LA SALLE STREET SUITE 1600 CHICAGO, IL 60603-3406			MA, JOHNNY	
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Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	09/489,596	COLLART ET AL.
	Examiner	Art Unit
	Johnny Ma	2614

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 10 November 2003.

2a) This action is FINAL.                    2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 21-47 is/are pending in the application.

4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5) Claim(s) \_\_\_\_\_ is/are allowed.

6) Claim(s) 21-47 is/are rejected.

7) Claim(s) \_\_\_\_\_ is/are objected to.

8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. §§ 119 and 120

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some \* c) None of:

1. Certified copies of the priority documents have been received.

2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

13) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

a) The translation of the foreign language provisional application has been received.

14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

#### Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO-1449) Paper No(s) 14, 15, 18.

4) Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_.

5) Notice of Informal Patent Application (PTO-152)

6) Other: *IDS* Paper No(s) cont'd: 19-21.

## **DETAILED ACTION**

For the record, in regard to a telephonic Interview held on August 27, 2003, no agreement was reached regarding the suggested amendment “receiving a keyword associated with the video image” and the cited prior art.

### ***Response to Arguments***

1. Applicant's arguments, see pages 9 and 11, filed 11/10/2203, with respect to claims 21-47 as being unpatentable over U.S. Patent No. 6,499,057 (Portuesi) have been fully considered and are persuasive. The rejections of claims 21-47 under U.S. Patent No. 6,499,057 (Portuesi) have been withdrawn.
2. Applicant's arguments regarding Brodsky (US 5,809,471), filed 11/10/2003 have been fully considered but they are not persuasive. Applicant argues “Brodsky is a system that generates a word list from a received TV signal, and does not separately receive a separate keyword associated with the TV signal,” the examiner respectfully points out that the claims only require “receiving a keyword associated with the video image.” Applicant further argues “the only relation to the TV signal is that the word list was extracted from the TV signal. Brodsky however, fails to teach or suggest the separate step of ‘receiving a keyword associated with the video image’ in accordance with Applicants’ invention.” However, the examiner submits that the Brodsky invention extracts information directly from the visual or audio part of the signal or from imbedded parts of the signal such as closed caption text (Brodsky 5:55-60), the examiner further submits that the extracted keywords, such as from closed captioning, are clearly associated with the video image.

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 21-23, 26-28, 45, and 46 are rejected under 35 U.S.C. 102(b) as being anticipated by Brodsky (US 5,809,471).

As to claim 21, the claimed receiving content comprising a video image; receiving a keyword embedded in the video image; searching a network for information relating to the keyword; and receiving the information relating to the keyword. The Brodsky reference discloses retrieval of additional information not found in interactive TV or telephony signal by application using dynamically extracted vocabulary where the program may be received via any transmission means including radio, TV, and telephone. The apparatus includes a recognition system which can recognize the user's request and cause its satisfaction to be provided. This is accomplished by creating a dynamically changing dictionary of items or keywords extracted from the most recently received program portion. The user's request is matched against this continually changing dictionary. Upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:56-66). The Brodsky reference also discloses the context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal (Brodsky 4:40-42) where embedded keywords are inherent in order for extraction to occur. The Brodsky reference also discloses a high priority may be assigned to words identifying the program itself. Some of this information may be captured directly from the visual or audio part of the signal. It may also be captured

from imbedded parts of the signal, such as closed caption text transmitted in video vertical blanking intervals (Brodsky 5:53-59). The Brodsky reference also discloses in another embodiment, the apparatus provides the needs for the following scenario. While watching a movie a viewer hears an actor refer to a character in the plot. A service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:43-48).

As to claim 22, the claimed displaying the video image; and displaying the keyword. The Brodsky reference discloses the context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal. The extractor 102 samples the incoming signal and identifies 'words' and transmit those 'words' to the buffer for storage in the dictionary. The selection criteria may include matching all acceptable 'words' against an application-supplied listing of available topics. The signal is also passed undisturbed on to its normal display 108, say a TV set, radio or a telephone (Brodsky 4:40-48). The Brodsky reference also discloses the user interface 110 is a means for the user receiving the radio, TV or telephone signals to make requests by voice or other input request means for more video or audio information about a topic recently seen or heard. The user interface gives a viewer or listener the ability to directly or remotely make requests to an application and to view the response. Options are provided for the user to view or hear the 'words' that are valid requests. Options may be provided for other forms of requests, say by button selection from a visual or audio menu of valid requests (Brodsky 5:11-20). The display is also used to present the menu of valid requests when commanded by the user. For a video display situation, the request satisfaction can use selective video to replace or be shown together with the normal video. This can be accomplished

using known techniques including picture in picture and split screen. A useful option is to provide a means for the user to display all or part of the buffer contents to enable the user to choose a valid request. This can be formed in the fashion of a menu of the dictionary entries (Brodsky 5:26-35).

As to claim 23, the claimed further comprising the step of displaying the information relating to the keyword. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request. The Brodsky reference also discloses the viewer chooses the specific desired topic from the displayed menu. For example, if the user inputs the name of a character for whom additional information is desired, the name is compared to the menu dictionary. The recognition processor then compares the name against the valid names in the displayed menu. Upon making the match, the processor transmits the match to the database application. The desired information is retrieved and displayed as a subtitle type text, while the viewer is still watching the movie (Brodsky 6:60-67; 7:1-2).

As to claim 26, the claimed further comprising receiving a code included with the keyword; wherein the code assists in the searching of the network for information relating to the keyword. The Brodsky reference discloses it may be desirable to allow the setting of priorities for all 'items' and/or 'words'. Priorities may be set so that certain application relevant 'items' or 'words' are kept a longer than ordinary duration, or even for the whole length of the program being watched (Brodsky 5:48-52). The Brodsky reference also discloses preprocessing of key words representing potential user requests, decreases system response time when such a request is subsequently made. Preprocessing is desirably performed in conjunction with the priorities of

particular items or words. It may only search for items or words assigned with at least a moderately high priority level, and actually retrieve information only for items or words assigned with a higher priority level than that of the moderately high priority level (Brodsky 6:3-11).

As to claim 27, the claimed wherein the video image and the keyword are received over a broadcast medium. The Brodsky reference discloses the program may be received via any transmission means including radio, TV and telephone (Brodsky 3:56-58). The Brodsky reference also discloses the context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal (Brodsky 4:40-42).

As to claim 28, the claimed further comprising the step of displaying the video image. The Brodsky reference discloses the signal is also passed undisturbed on to its normal display 108, say a TV set, radio or a telephone (Brodsky 4:47-48).

As to claim 45, the claimed receiving content comprising a video image; receiving a keyword associated with the video image; receiving a code relating to the keyword; and receiving information relating to the keyword and the code. The Brodsky reference discloses the program may be received via any transmission means including radio, TV and telephone. The apparatus includes a recognition system which can recognize the user's request and cause its satisfaction to be provided. This is accomplished by creating a dynamically changing dictionary of items or keywords extracted from the most recently received program portion. The user's request is matched against this continually changing dictionary. Upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:56-66). The Brodsky reference also discloses a high priority may be assigned to words identifying the program itself. Some of this information may be captured

directly from the visual or audio part of the signal. It may also be captured from imbedded parts of the signal, such as closed caption text transmitted in video vertical blanking intervals (Brodsky 5:53-59). The Brodsky reference also discloses in another embodiment, the apparatus provides the needs for the following scenario. While watching a movie a viewer hears an actor refer to a character in the plot. A service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:43-48). The Brodsky reference also discloses it may be desirable to allow the setting of priorities for all 'items' and/or 'words'. Priorities may be set so that certain application relevant 'items' or 'words' are kept a longer than ordinary duration, or even for the whole length of the program being watched (Brodsky 5:48-52). The Brodsky reference also discloses preprocessing of key words representing potential user requests, decreases system response time when such a request is subsequently made. Preprocessing is desirably performed in conjunction with the priorities of particular items or words. It may only search for items or words assigned with at least a moderately high priority level, and actually retrieve information only for items or words assigned with a higher priority level than that of the moderately high priority level (Brodsky 6:3-11).

As to claim 46, the claimed searching a network for information relating to the keyword and the code. See rejection of claim 45.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person

having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claim 25 is rejected under 35 U.S.C. 103(a) as being unpatentable over Brodsky (US 5,809,471) in further view of Farber et al. (US 5,819,284).

As to claim 25, the claimed wherein the received information relating to the keyword is based up a user profile. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). However, the Brodsky reference does not disclose the user of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Brodsky keyword search with the Farber et al. profile database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

5. Claims 24, 29-35, 37-41, 43, and 44 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brodsky (US 5,809,471) in further view of Portuesi (US 6,499,057).

As to claim 24, the claimed further comprising the step of displaying the keyword embedded in the video image in response to a selection of the video image. The Brodsky reference discloses the user interface 110 is a means for the user receiving the radio, TV or telephone signals to make requests by voice or other input request means for more video or audio information about a topic recently seen or heard. The user interface gives a viewer or listener the ability to directly or remotely make requests to an application and to view the response. Options are provided for the user to view or hear the 'words' that are valid requests. Options may be provided for other forms of requests, say by button selection from a visual or audio menu of valid requests (Brodsky 5:11-20). However, the Brodsky reference does not disclose displaying the keyword embedded in the video image in response to a selection of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Portuesi method of viewing keywords with the Portuesi display of keywords when a portion of an image is selected for the purpose of making keywords readily available to the user in addition to providing a more intuitive method of indicating the keyword for an associated item of interest.

As to claim 29, the claimed further comprising the step of selecting the video image. See rejection of claim 24.

As to claim 30, the claimed further comprising the step of displaying the keyword in response to the selecting of the video image. See rejection of claim 24.

As to claim 31, the claimed displaying a video image; selecting at least a portion of the video image; and displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Brodsky reference discloses the program may be received via any transmission means including radio, TV and telephone. The apparatus includes a recognition system which can recognize the user's request and cause its satisfaction to be provided. This is accomplished by creating a dynamically changing dictionary of items or keywords extracted from the most recently received program portion (Brodsky 3:56-62). The Brodsky reference also discloses options are provided for the user to view or hear the 'words' that are valid requests. Options may be provided for other forms of requests, say by button selection from a visual or audio menu of valid requests (Brodsky 5:17-20). However, the Brodsky reference does not disclose selecting a portion of a video image and displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Brodsky keyword display with the Portuesi display window and caption for the purpose of providing a method of making

keywords more readily available to the viewer in addition to a more intuitive method of identifying keywords associated with a desired object.

As to claim 32, the claimed further comprising the step of sending the keyword over a network. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:54-56). The Brodsky reference also discloses the viewer chooses the specific desired topic from the displayed menu. For example, if the user input the name of a character for whom additional information is desired, the name is compared to the menu dictionary. The recognition processor then compares the name against the valid names in the displayed menu. Upon making the match, the processor transmits the match to the database application (Brodsky 6:60-67).

As to claim 33, the claimed further comprising the step of receiving over the network information relating to the keyword. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:54-56). The Brodsky reference also discloses the viewer chooses the specific desired topic from the displayed menu. For example, if the user input the name of a character for whom additional information is desired, the name is compared to the menu dictionary. The recognition processor then compares the name against the

valid names in the displayed menu. Upon making the match, the processor transmits the match to the database application. The desired information is retrieved and displayed as a subtitle type text, while the viewer is still watching the movie (Brodsky 6:60-67; 7:1-2).

As to claim 34, the claimed further comprising the step of searching a network for information relating to the keyword. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:54-56).

As to claim 35, the claimed wherein the keyword is embedded in the video image. The Brodsky reference discloses the context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal (Brodsky 4:40-42) where embedded keywords are inherent in order for extraction to occur.

As to claim 37, the claimed displaying a video image; selecting at least a portion of the video image; and sending over a network a keyword associated with the portion of the video image. The Brodsky reference discloses The context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal. The extractor 102 samples the incoming signal and identifies 'words' and transmit those 'words' to the buffer for storage in the dictionary. The selection criteria may include matching all acceptable 'words' against an application-supplied listing of available topics. The signal is also passed undisturbed onto its normal display 108, say a TV set, radio or a telephone (Brodsky 4:40-48). The Brodsky reference also discloses upon recognition of the request, a search is initiated to access, import

and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:45-48). However, the Brodsky reference does not disclose selecting at least a portion of the video image. The Portuesi reference discloses as shown, when a pointer 38 of a pointing device, such as a mouse, is positioned over a hot spot 40, hot spot 40 can be highlighted to indicate to the user that pointer 38 is positioned over hot spot 40. Also, caption 34 can display a URL 42 associated with hot spot 40 (Portuesi 6:36-40). The Portuesi reference also discloses if a URL is activated, URL processing unit 72 can invoke Web browser 76 to retrieve the resource located at the activated URL and display the resource to the user (Portuesi 9:32-35). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Brodsky keyword display with the Portuesi selectable hot spots for the purpose of providing a method of making keywords more readily available to the viewer in addition to a more intuitive method of performing searches using keywords associated with a desired object.

As to claim 38, the claimed wherein the keyword includes a code. The Brodsky reference discloses it may be desirable to allow the setting of priorities for all 'items' and/or 'words'. Priorities may be set so that certain application relevant 'items' or 'words' are kept a longer than ordinary duration, or even for the whole length of the program being watched (Brodsky 5:48-52). The Brodsky reference also discloses preprocessing of key words representing potential user requests, decreases system response time when such a request is subsequently made. Preprocessing is desirably performed in conjunction with the priorities of

particular items or words. It may only search for items or words assigned with at least a moderately high priority level, and actually retrieve information only for items or words assigned with a higher priority level than that of the moderately high priority level (Brodsky 6:3-11).

As to claim 39, the claimed further comprising the step of displaying the keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Brodsky reference discloses options are provided for the user to view or hear the 'words' that are valid requests. Options may be provided for other forms of requests, say by button selection from a visual or audio menu of valid requests (Brodsky 5:17-20). However, the Brodsky reference does not disclose selecting a portion of a video image and displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Brodsky keyword display with the Portuesi display window and caption for the purpose of providing a method of making keywords more readily available to the viewer in addition to a more intuitive method of identifying keywords associated with a desired object.

As to claim 40, the claimed wherein the keyword is embedded in the video image. The Brodsky reference discloses the context extractor 102 has a data processor to extract words

and/or items from an audio, video or telephony signal (Brodsky 4:40-42) where embedded keywords are inherent in order for extraction to occur.

As to claim 41, the claimed further comprising the step of receiving over the network information relating to the keyword. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:54-56). The Brodsky reference also discloses the viewer chooses the specific desired topic from the displayed menu. For example, if the user input the name of a character for whom additional information is desired, the name is compared to the menu dictionary. The recognition processor then compares the name against the valid names in the displayed menu. Upon making the match, the processor transmits the match to the database application. The desired information is retrieved and displayed as a subtitle type text, while the viewer is still watching the movie (Brodsky 6:60-67; 7:1-2).

As to claim 43, the claimed wherein the keyword is embedded in the video image. The Brodsky reference discloses the context extractor 102 has a data processor to extract words and/or items from an audio, video or telephony signal (Brodsky 4:40-42) where embedded keywords are inherent in order for extraction to occur.

As to claim 44, the claimed further comprising the step of searching a network for information relating to the keyword. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided

by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request (Brodsky 6:54-56).

6. Claims 36 and 42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brodsky (US 5,809,471) in further view of Portuesi (US 6,499,057) and Farber et al. (US 5,819,284).

As to claim 36, the claimed sending the keyword over a network; and receiving over the network information relating to the keyword; wherein the information relating to the keyword is based upon a user profile. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). The Brodsky reference also discloses a service provided by the movie program producer, broadcaster or a dial-up service provider, gives program relevant information upon a user's request. However, the Brodsky reference does not disclose the user of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the

Brodsky keyword search with the Portuesi hot spots and the Farber et al. profile database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

As to claim 42, the claimed wherein the information relating to the keyword is based upon a user profile. The Brodsky reference discloses upon recognition of the request, a search is initiated to access, import and deliver to the user the information required to satisfy the request (Brodsky 3:64-66). However, the Brodsky reference does not disclose the user of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Brodsky keyword search with the Portuesi hot spots and the Farber et al. profile database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

***Conclusion***

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

The Walker et al. reference (US 6,263,505 B1) discloses system and method for supplying supplemental information for video programs.

The Chan reference (US 6,021,307) discloses an information distribution and processing system.

The Shimomura et al. reference (US 2002/0056100 A1) discloses a broadband data broadcasting service.

The Schein et al. reference (US 6,263,501 B1) discloses systems and methods for linking television viewers with advertisers and broadcasters.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Johnny Ma whose telephone number is (703) 305-8099. The examiner can normally be reached on 8:00 am - 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (703) 305-4795. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 308-HELP.

jm



JOHN MILLER  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600